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## **4237 Advertising and Commercial Activities**

It is the policy of the Seattle School Board to ensure that school sites remain focused on education, rather than as promoters of commercial activity. However, permitting some advertising or other corporate sponsorships may offer an opportunity for the District to gain revenue.

Advertising or corporate sponsorships shall not distract from learning. Advertising will only be permitted on high school athletic venues, which are locations where interscholastic athletic competitions are held. With the exception of advertising placed on athletic venue scoreboards, advertising on athletic venues in school buildings, e.g., gymnasiums, is only permitted to be visible during interscholastic athletic competitions. Revenues from athletic venue advertising will first and foremost enable equitable funding of the Associated Student Body (ASB) accounts. Advertising is also allowed on the school calendar and revenues received will support the publication of such.

All advertising or corporate sponsorships must be compliant with current District policies, procedures, and practices. In addition, advertising or corporate sponsorship that contains the following is prohibited:

1. Promotion of illicit drugs, alcohol, tobacco, marijuana, or firearms;
2. Promotion of hostility, disorder, or violence;
3. Attacks or demeans any group protected under the District's anti-discrimination policies: sex (gender); race; creed; color; religion; ancestry; national origin; age; economic status; sexual orientation including gender expression or identity; pregnancy; marital status; physical appearance; the presence of any sensory, mental, or physical disability; honorably discharged veteran or military status; or the use of a trained dog guide or service animal by a person with a disability;
4. Defamatory language or images;
5. Promotion or discouragement of religion in a manner contrary to law;
6. Promotion of or opposition to a political candidate or ballot proposition;
7. Promotion of a food or beverage inconsistent with our competitive foods policy; and/or
8. Subject matter that is likely to inhibit the functioning of a school.

When approving advertising or corporate sponsorship proposals, the Superintendent or designee shall consider the foregoing and only contract for advertisements or corporate sponsorships that maintain the integrity of the learning environment, and are not in conflict with either established Board policies, the mission of Seattle Public Schools, or federal or state law. The Superintendent or designee is encouraged to support local ventures. Further, the type of athletic venue and the nature of the main users of the athletic venue should be considered in placement of advertisements.

The Superintendent is authorized to develop procedures for this policy, as necessary.

Memorial Stadium is District-owned. When redeveloped, it will be operated with external partners to benefit both Seattle School District students and the broader community. Advertising, sponsorship, and commercial activity at Memorial Stadium during events that are not sponsored or operated by the District, or by organizations with which the District is affiliated that sponsor and operate events for K-12 students (such as the Metro League and All-City Band), are not covered by this policy.

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**Superintendent Procedure:**

- 4237SP – Advertising and Commercial Activities

**Policy Cross References:**

- 2151 – Interscholastic Activities
- 2340 – Religious-Related Activities and Practices
- 3210 – Nondiscrimination, Acts of Hostility and Defamation
- 3220 – Student Expression in School Sponsored Media
- 3510 – Associated Student Bodies
- 4060 – Distribution of Information
- 5010 – Nondiscrimination and Affirmative Action
- 6102 – Fundraising
- 6115 – Plaques, Name Plates and Donor Walls
- 6700 – Distribution and Sale of Competitive Foods
- 6970BP – Naming of School District Buildings Procedure

**Previous Policies:**

- E02.00 – Advertising and Commercial Activities

**Legal References:**

- RCW 28A.320.010 Corporate powers.
- RCW 28A.330.100 Additional powers of board.
- AGO 9503.00 1995 No. 3 Schools - Districts - Students - Religion - Use of School Districts' Facilities by Student Groups for Religious Purposes.

**Management Resources:**

- *WSSDA Policy & Legal News*, April 2023

**Last Board Review:**

**Revisions:**

- June 4, 2025
- April 24, 2025 (Administrative Update per Policy No. 1310)
- January 4, 2017
- June 20, 2012

**Adopted by the Board:**

- September 7, 2011